



KEEPING YOU INFORMED ABOUT YOUR BEER

ISSUE No. 27

CHRISTMAS '88/NEW YEAR '89

FREE



THREAT TO OUR PUBS

On a whistle-stop tour of the country to promote her first edition of CAMRA's 1989 Good Beer Guide, editor, Andrea Gillies accused brewers of trying to standardise pubs as well as beer.

"Theme pubs, alien international bar styles and pub chains with all the individuality of international hotels threaten to overwhelm the traditional British pub," Andrea said. "Pubs are becoming an endangered species."

She said it was no surprise that the 'lager lout' phenomenon had hit Britain. "£70 million of the £200 million spent on drinks advertising every year is now going on lager alone."

Featured in the Good Beer Guide are articles by leading writers like Godfrey Smith and Drew Smith. In 'Behind the Velvet Curtain: a look into the world of pub interior design' by Roz Morris, the workings of brewery computer designers are exposed: "Today's pub, however olde worlde it may appear, has been meticulously designed and market researched in a thoroughly modern manner, right down to the style of the ash trays and the exact mood of the pictures on the wall. This is the era of the computerised customer, where you may think you are choosing your pub, but really they are choosing you."

Also featured in the Guide are:

- The Disappearance of the Great British Local.
- Pub Food — could it be worse?
- One Man's Guide to the Beer Styles of Britain.
- Women and the Pub — the bitter truth.
- The Advertising Hype: who do they think we are?
- A new index of British Beers and an (almost entirely fictitious) Glossary of Beer Drinking Terms.

All that plus Britain's 5,000 top pubs and for only £5.95 from bookshops — rush out and buy one for your Granny for Christmas!



Andrea pausing for breath . . . and a drink . . . on her national tour.

Six in Top 50

Six local pubs are featured in the latest Burton Ale sales chart in 'The Cellarman', Ind Coope's magazine. In the top ten are the **Spa** on Abbey Street at No. 2 and the **Bulls Head** at Wilson, just across the Leicestershire border near Melbourne at No. 8. The **Masons Arms** at Mickleover is up to No. 17 whilst going down are **The Park**, Chaddesden at No. 28 and **The Broadway**, Derby at No. 44.

Congratulations to the **White Hart** at Stanley, a new entry at No. 48 and to new members of the Guild of Master Cellarmen, the **Wilmot Arms**, Chaddesden and **The Rowditch**, Derby.

Enjoy Derby's finest range of Cask Conditioned Beers in the comfortable surroundings of

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TRADITIONAL HOME-MADE LUNCHES WILL SOON BE AVAILABLE

BAR FACTS

By Phil McCarrykeg

BREWS NEWS

Marston's have relaunched their Burton Bitter as *Burton Best Bitter*. Must have taken a whole herd of marketing men days and days to think that one up. Remember when the word 'Best' in a beer name actually meant something?

More interesting is the news that Kirby Ale, the new premium bitter (O.G. 1049) from Ward's of Sheffield, is to become a regular part of their range. Locally you can try it at the **Crompton Tavern**, Crompton Street, and its pumpclip has also been spotted at the **Brunswick Inn**.

Give us a Hand

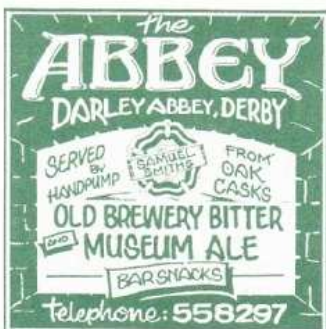
We may have given you the impression that as far as Bass are concerned, handpumps are banned pumps. All the more surprising, then, to see them sprouting on the bar of the **Dolphin**, Queen Street. Not at all surprising is that the **M&B Mild** and **Draught Bass** are just as good as when they were electrically dispensed.

Unfortunately this doesn't represent a change of heart by Bass, merely a 'special dispensation' (geddit?). Now come on you Bass chappies, play the game; if it's good enough for the **Dolphin** it's good enough for **Martin** at the **New Flower Pot** just up the road, and all your other licensees who would like to make the most of their traditional beer.

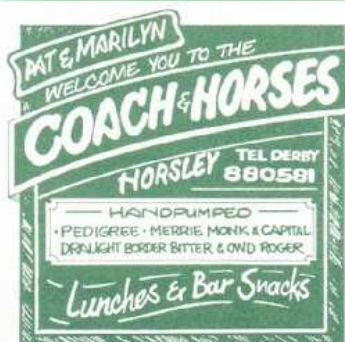
Shake a tail feather

New licensee **Derek Birtwhistle** has bought the **Peacock**, Oakerthorpe from Shipstone's, and is now selling **Ind Coope Burton Ale**.

Further south, the **Blue Bell**, Melbourne is now selling **Marston's Pedigree**.



Merry Christmas to all our readers . . .



RELAXED — New Hours Creep In

Of over 50 pubs in Southern Derbyshire questioned about extended hours more than half are using the new legislation to open when it suits their trade. Many licensees have been selective and are either open longer at lunchtime, open earlier in the evening or open all day Friday or Saturday or both. We found only six pubs open from 11 am to 11 pm Monday to Saturday.

Despite the protestations and dire warnings of the anti-drink brigade the new relaxed rules have not led to mass drunkenness, violence or abuse. In fact it will probably be some time before the public are accustomed to their new found freedom and take full advantage of the hours on offer.

Open all hours

Open all day, six days a week are the Shakespeare, Sadler Gate and the White Horse, Morledge in Derby, the New Bridge Inn, Shelton Lock, the Corner Pin, Chellaston and the Nags Head and Three Horseshoes, both in Ripley.

Long Lunch

Mr. Jorrock, Irongate, Derby and the Green Man, Heage open until 3.30 on Monday to Saturday whilst the White Hart, also in Heage, serve until 4 on Saturdays, 3.30 Monday to Friday. The Brackens, Alvaston and the Red Lion, Chellaston drink 'till 3.30 on Fridays as do

the Rose and Crown, Ripley on Saturdays and the Cornishman, Alvaston on both Friday and Saturday. Open until 4 are the Boat and Slipper, Swanwick (Thursday to Saturday), the Sitwell, Ripley (Saturday) and the Generous Briton, Ripley (Mon/Tues/Fri/Sat). On Saturdays the Crewe and Harpur at Swarkestone opens until 4.30 and the Horse and Jockey at South Wingfield until 5.30. The Black Boy, Heage closes at 4 on Saturdays as does the White Swan, Ripley (Friday and Saturday).

Early Evening

Those who start drinking early in the evening are Struts, Derby (5.00), the Brick and Tile, Derby (4.30 Mon/Wed/Thurs/Fri), the Needles, Alvaston (5.00 Thursday and Friday), the Manor Hotel, South Wingfield (5.30), the Rose and Crown, Chellaston (5.00 Mon/Wed/Thurs) and the Blessington Carriage, Derby (5.00 Monday to Friday).

Weekend Extra

Open all day on Friday and Saturday are the Rose and Crown, Chellaston; Struts, Derby; the Woodlands, Allestree and the George, Ripley. Restricting themselves to Saturday are the Needles, Silver Ghost and Brackens, all at Alvaston, the Red Lion, Chellaston and the Green Man at Heage.

We'll let you have more information as we get it so keep us informed by phoning our Pub Information Officer, Mike Meara on Derby 663332.

Ansell's Answer

Our item on the demise of Ind Coope Best Bitter (issue 25) did indeed draw a response from Ansell's, as we hoped. The result was a September meeting with Mr. John Cavey, Marketing Director of Ansell's Ltd.

First of all, a correction: I was assured that the Tetley Bitter we get in the East Midlands does indeed come from Leeds; it's the unfortunate West Midlanders who have to make do with the Warrington product.

And the reason for this Tetlification? Our old friend, market research, which has indicated to the brewery that both Tetley's and Ansell's bitters would be well-received by local drinkers. I find that odd, considering that Tetley Bitter is supposed to be best served with a thick, creamy 'collar' but beer-drinkers round here prefer their ale 'flat'. On top of that, the same market research showed that the one growth area in a static cask-conditioned beer market was premium gravity beers, and Tetley's certainly isn't in that category.

Tetley's, Ansell's and Burton Ale are the brands to be supported in this area, the brewery's aim being to make some room in their overcrowded portfolio of some forty beers. To aid the promotion of the lower-gravity brews, Tetley's and Ansell's have both been made available in the smaller, nine-gallon casks; a shame, then, that Ansell's Mild, a fine beer of which the brewery claim to be proud, has not been given a similar marketing push.

Not a lot to cheer about, in all honesty — but at least we're still on speaking terms.

Three-Time Boozer

Derby CAMRA's third beer festival at Alfreton's Leisure Centre was a great success, with a 90% sellout of draught beer and great interest in the bottled selection. Local bands Fieldwork and R. Cajun were a hit with the crowd, and plans are already afoot to do it all again next year.

DRINKER! Comment

Unmitigated Disaster

Prince Charles has attacked Architects and Planners for their modern creations but when it comes to pubs it is the brewery money men who have done the damage.

We prefer our pubs to be places where we feel comfortable and at ease which generally means old and traditional. The job of new pub design is very tricky indeed — but it can be done. An Architect colleague described one such hostility which, shortly after completion, was altered by the brewery. In came 'Pub Victoriana' and huge plastic fake beams in places which anyone with a modicum of building knowledge would laugh at. See how many beams over windows you can spot.

Whether any customer feels comfortable and at ease is not the prime consideration of the Brewery Psychologist who advises the accountant who uses his 'O' level art to destroy our pubs. The name of the game is manipulation of the market, profit margins and slotting us all into little pigeon holes.

Choosing my words to be as inoffensive as possible I can only say that what these accountants who think they can design (I refuse to call them designers) have done to our pubs is an unmitigated disaster. Innovation and imagination in new pubs stand a chance of becoming tomorrow's tradition but filled with fake mementoes of a different era they become fancy dress palaces — dressed up in odd clothes to be changed when the market needs pushing in a different direction.

These fake stage sets are even more offensive in our older, traditional social meeting and drinking establishments. In these cases it is our traditions and heritage which are being mauled and manipulated to satisfy a greedy balance sheet.

What has it come to when the most vital ingredient of a successful pub — its customers — count for naught?

AN INVITATION FROM TONY RUDDLE



Tony Ruddle has pleasure in inviting you and your colleagues to visit our brewery in Langham to see the expansion that has taken place and to sample our 1050° County and 1037° Best Bitter where they are still brewed to our original recipes and process.

Parties of around twenty are welcome and you should make arrangements with Philip Smith at the Brewery.

Ruddles Brewery Ltd

Langham, Oakham, Rutland LE25 7JD

Telephone: Oakham (0572) 56911

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Derby Drinker is distributed free to pubs in and around the city. Published by the Derby Branch of the Campaign for Real Ale and printed by J. M. Tatler & Son Ltd., Abbey Street Works, Derby.

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Further information on all aspects of Derby CAMRA can be had from any of the following contacts: Chairman — Phil James, 1 Hill Brow, Derby (Tel: Derby 385933), Mild and Bitter Editor — Mike Meara, 61 Borrowash Road, Spondon (Tel: Derby 663332).

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Pints, Heads and Lines

This summer saw the introduction of the **Capacity Serving Measure (Intoxicating Liquor) Regulation** governing the size of glasses. The capacity of brim measure glasses has been increased whilst the pint line on lined glasses may now be slightly below where it was previously.

The regulation is designed to help resolve disputes about whether a pint with a frothy head is a full measure or not. With new glasses you can be served a pint with a slight head in a brim measure glass and get a pint or be served a pint with a full head in a lined glass safe in the knowledge that when the head collapses the extra liquid will make up the pint — that's the theory anyway. (You mean we get less beer if we have a pint without a head in a lined glass — I thought this was supposed to resolve disputes — Ed.)

To back up the regulation the

Brewers' Society has issued guidance notes to pubs all over the country. For brim measure glasses the notes say that the head on beer must reach the brim or above it to ensure that the quantity is of the measure required. If, when the beer is being served, the liquid level of the beer does not meet the customer's requirements, he can ask for a top-up. The notes say that such a request should never be refused unless compliance would involve spillage.

With line measure glasses, the beer must be dispensed to ensure that if

the head totally collapses the liquid in the measure would be level with the line. Where beer is frothing excessively such as in the first pull from casks, it should be topped up before it is served.

The guidance notes emphasise that the licensed trade will not condone the delivery of short measure and urges licensees to ensure that their staff are aware of the law and local preferences and make certain that a full measure is served — whatever that is.

Thanks to 'Brewing Review' — Summer 1988 — from which this article was gleaned.

PARKY LASHES LAGER LOUTS!

Michael Parkinson certainly has a way with words — in a recent newspaper article he laid into lager and some of its consumers with razor sharp cutting remarks that Churchill or Lloyd George would have been proud of.

"That a tasteless diuretic called lager..." begins his attack. Later he doubles his offensive: "If lager drinkers had a brain... they would realise that compared to drinking a proper beer, lager is like supping anti-freeze instead of nectar."

His attention then turns to one of the obvious loves of his life: "good ale needs loving care and attention. It repays being properly stored in the right temperature by custodians who regularly clean the pipes and make certain that the pint they serve is translucent and moreover, sticks to the glass."

Returning sharply to the attack he then concludes that "What I have just stated will be jibberish to lager louts" and suggests that rather than have a drinks ban as in Coventry, areas should be set aside where "lager drinkers can go about their business unhindered by the rest of us, places where teams of them can drink, fight and puke to their hearts content while those of us who know better go about an untroubled search for the perfect pint."

He may have a point but to ensure that Derbyshire never plays host to one of Parky's 'Lager Lout Zones' make sure you and your friends drink "proper beer".

WANTED—1978 Derby Beer Festival glass to complete collection. Phone Derby 880078.

Breweriana wanted or for sale? 'Derby Drinker' will accept private small ads free of charge.



Desperate Landlord Bans Lager

Landlord, Mike Hughes has resorted to desperate measures in a bid to beat lager swilling yobs who have wrecked his pub twice.

Fosters and Carlsberg are banned on Friday and Saturday nights, classical music is played, the fruit machines are turned off and he tells his staff to call them 'sir' — "because yobs don't like being called sir."

Mike, who runs the Wine Vaults in Southsea is pleased with the result —

"Now we've stopped selling lager at weekends my customers are happy, my takings are up and the place has a good atmosphere. I want a good traditional pub serving real ale and if people want to drink lager and play pool they can go elsewhere", he added.

Now Mike wants other publicans to follow his example: "If it can work here it can work anywhere." Any takers?

... and a Happy New Year to all

VINE INN

FORD STREET

Draught Burton Ale
jugged from the cask

Tetley and Ansell's
Bitter

Meals from around £1.50
Monday to Saturday

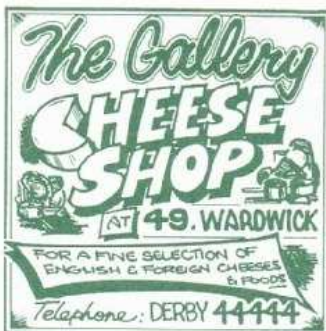


Martin & Liz
welcome you to the

**NEW
FLOWER POT**
KING STREET

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DRAUGHT BASS
jugged from the cask

Plus home-cooked Lunches
Monday to Saturday



JOIN CAMRA NOW



APPLICATION FOR MEMBERSHIP

I/We wish to join the Campaign for Real Ale Limited.

I/We agree to abide by the Memorandum and Articles of Association of the Campaign.

NAME(S)

ADDRESS

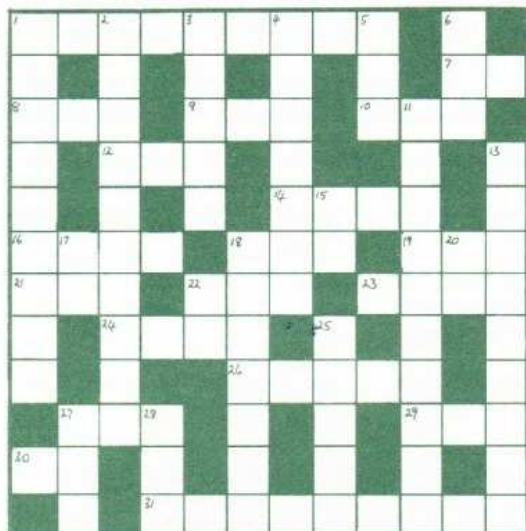
Full/Husband & Wife Membership for one year £9.00

or Full/H & W overseas membership for one year £12.00

*Delete as appropriate

Please send your remittance (payable to CAMRA Ltd.) with this completed Application Form to: Tim Williams, 39 Breedon Hill Road, Derby.

PRIZE CROSSWORD — WIN £5



ACROSS

1. Preferable alternative to the jukebox (4, 5)
7. Location (2)
8. Incorporated, in short (3)
9. Alcohol-free Teiley's (3)
10. Hillock (3)
12. Do knot (3)
14. A sweet that sounds sour (4)
16. Tender — or angry (4)
18. Uncle's missile (3)
19. Latins are after this after too much vino? (3)
21. Prefix sounds like a rugby score (3)
22. Four and half gallon cask (3)
23. Aquatic creature, I shouldn't wanda (4)

24. Computer man sounds a sweetie (4)
26. Complain about the water (5)
27. A container — better for beans than beer (3)
29. Untruth (3)
30. Negative (2)
31. Parky's pub pals? Hardly! (5, 4)

DOWN

1. Everard Hoskins lives here (9)
2. Cheap fakes filling our pubs (10)
3. Friends mixed up in steam (5)
4. Basically, bronzed appearance gained at water resort (7)
5. Short name for the Tiger, Red, Lion, White Lion, Panther (3)
6. Tow, lounge and saloon (3)
11. Archaic feature — not bog standard (7, 3)
13. One isn't pleasing to Windsor heir (9)
15. Backward mate of 22 down (2)
17. Either will do (2)
18. Vocal portion of 1 across (7)
20. Backward international measurement (2)
22. Dad's sound system (2)
25. Rosie's tippie (5)
27. Medieval piece of gent's wear (3)
28. There's nothing in this long river (3)

Perseverance pays off, it seems, for Jim McNamara at the Spa. His entry to crossword No. 23 was the first out of the hat but was disqualified as it was not quite correct. He wasn't put off though and came out first with his entry for the last crossword so £5 is on its way (when the Treasurer gets around to it!).

Send your entries for this one to **Derby Drinker**, 40 Weston Park Gardens, Shelton Lock, Derby DE2 9EU together with your name and address and the pub where you picked up your **Derby Drinker** by January 14th.

Don't forget — some of the clues will be easier to solve if you read **Derby Drinker** first. Five pounds goes to the first correct entry out of the hat.

LET SOMEONE ELSE DRIVE YOU TO DRINK!

SOLUTION No. 26



RUDDLE-HEADED

The invitation from Tony Ruddle (see page 2) seems harmless enough. But some of the adverts for Ruddles products you'll be seeing over the next twelve months are rather less acceptable.

The Leicestershire subsidiary of Grand Met (Watney's to you) are promoting their premium beer, Ruddle's County, using our slogan 'The Campaign for Real Ale'.

It would have been nice if they'd asked us first, but what's really bad is that they're using the idea to push the packaged stuff in cans and plastic PET bottles, as well as the real handpumped thing.

Tony Ruddle, chairman of the Watney subsidiary, claimed that the advertising was "tongue in cheek" and added: "I have said consistently to CAMRA that all beer is real and traditional regardless of the packaging. We're proud of our PET bottles — it is real ale."

No it isn't, Tony, and your sense of humour stinks. Did you seriously think you could buy us off with that

load of tripe? But then, as CAMRA Chief Executive Iain Dobson commented, "What else can you expect from a company owned by Watney?"

More Famous Fives

Some people think an accolade is an award-winning fizzy drink — but licensees who've received our Famous Fives nomination for top quality real ale know better. Here's the latest batch:

BRUNSWICK INN (Derby) — Holden Bitter; **DOLPHIN** (Derby) — Draught Bass; **WHITE HART** (Heage) — Draught Bass; **BARLEY MOW** (Kirk Ireton) — Marston Pedigree and Theakston Bitter; **HOLLYBUSH** (Marehay) — Shipstone Bitter; **WHITE SWAN** (Ripley) — Draught Bass; **GATE INN** (Swanwick) — John Smith Bitter.

Check 'em out for yourself, and if you like what you find, why not let the licensee know you're there because of **DERBY DRINKER**?

DERBY CAMRA DIARY

Everyone is welcome at Derby CAMRA socials and meetings. For more information about these events phone Social Secretary, Paul Gibson on Derby 32558.

Tuesday Socials - 9.15 pm

13th December—Rifleman's Arms, Bridge Street, Belper (Whitbread). **20th December**—Furnace, Duke Street, Derby (Hardys & Hansons). **27th December**—Buxton, Boyer Street, Derby (Ansells). **3rd January**—Brunswick Inn, Railway Terrace, Derby (Free). **10th January**—White Swan, Chapel Street, Spondon (Bass). **17th January**—Cockpitt, Bradshaw Way/Osmaston Road, Derby (Free). **24th January**—Wardwick Tavern, The Wardwick, Derby (Ansells). **31st January**—Exeter Arms, Exeter Place, Derby (Marston). **7th February**—Brunswick Inn, Railway Terrace, Derby (Free). **14th February**—Queen's Head, Little Eaton (Hardys & Hansons).

Branch Meetings — 8 pm

Thursday, 12th January—Sir Robert Peel, Park Street, Derby (Ansells). **Thursday, 9th February**—Brunswick Inn, Railway Terrace, Derby (Free). (Followed by Annual General Meeting).

Christmas Social

Friday, 16th December at the Crown, Nottingham Road, Spondon, starting at 8 pm. (See front page).



REV

BY ROB

